

PATENT

Application No. 09/247,281  
Attorney Docket No.: 99-006✓  
CLAIM AMENDMENTS  
CLEAN FORM

Please CANCEL Claims 1 - 12, 31 - 37, 39 - 40, 44 - 51, 54 and 57 - 60.

Please AMEND the claims as follows

41. (AMENDED) A method comprising:

transmitting an indication of at least one item that a customer is to purchase, the at least one item having an associated total price;

receiving, in response to the transmitted indication of the at least one item, an indication of an offer for a subsidy from a vendor;

providing to the customer, in response to the received indication of the offer, the offer for the subsidy, the step of providing the offer being performed before the item is purchased;

receiving from the customer an acceptance of the offer;

transmitting an indication of the acceptance of the offer;

charging the customer a second price for the at least one item, the second price being less than the total price; and

receiving an amount of funds from the vendor. (discount reimbursement of fig 1)

43. (AMENDED) A method comprising:

transmitting an indication of at least one item that a customer is to purchase, the at least one item having an associated total price;

receiving, in response to the transmitted indication of the at least one item, an indication of an offer for a subsidy from a vendor;

providing to the customer, in response to the received indication of the offer, the offer for the subsidy, the step of providing the offer being performed before the item is purchased;

receiving from the customer an acceptance of the offer;

transmitting an indication of the acceptance of the offer;

charging the customer a second price for the at least one item, the second price being less than the total price; and

receiving an amount of funds from a party other than the customer. (discount reimbursement of fig 1)

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52. (AMENDED) A method comprising:

transmitting an indication of at least one item that a customer is to purchase, the at least one item having an associated total price;

receiving, in response to the transmitted indication of the at least one item, an indication of a plurality of offers for subsidies from a vendor;

sequentially providing to the customer, in response to the received indication of the offers, the offers for the subsidies, *(series of coupons)*

the step of sequentially providing the offers being performed before the item is purchased,

the step of sequentially providing the offers including

providing a first offer of the plurality of offers to the customer, *(series of coupons)*

receiving from the customer a rejection of the first offer, and *(deleting coupon, col. 9 line 61)*

providing a second offer of the plurality of offers to the customer after receiving

the rejection;

receiving from the customer an acceptance of the offer;

transmitting an indication of the acceptance of the offer; and

charging the customer a second price for the at least one item, the second price being less than the total price.

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53. (AMENDED) A method comprising:

*OK*  
transmitting an indication of at least one item that a customer is to purchase, the at least one item having an associated total price;

receiving, in response to the transmitted indication of the at least one item, an indication of a plurality of offers for subsidies from a vendor;

ascertaining a rank of each offer of the plurality of offers;

sequentially providing to the customer, in response to the received indication of the offers, the offers for the subsidies  
in a sequence defined by the rank of each offer;

the step of sequentially providing the offers being performed before the item is purchased;

receiving from the customer an acceptance of the offer;

transmitting an indication of the acceptance of the offer; and

charging the customer a second price for the at least one item, the second price being less than the total price.

55. (AMENDED) A method comprising:

*OK*  
transmitting an indication of at least one item that a customer is to purchase, the at least one item having an associated total price;

receiving, in response to the transmitted indication of the at least one item, an indication of a plurality of offers for a subsidies from a vendor;

providing to the customer, in response to the received indication of the offer, the offer for the subsidy, the step of providing the offer being performed before the item is purchased, the step of providing including

selecting at least one offer based on a historical acceptance rate of each offer of the plurality of offers, and

providing to the customer the selected at least one offer;

receiving from the customer an acceptance of the offer;

transmitting an indication of the acceptance of the offer; and

charging the customer a second price for the at least one item, the second price being less than the total price.

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56. (AMENDED) A method comprising:

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transmitting an indication of at least one item that a customer is to purchase, the at least one item having an associated total price;

receiving, in response to the transmitted indication of the at least one item, an indication of a plurality of offers for a subsidies from a vendor;

providing to the customer, in response to the received indication of the offer, the offer for the subsidy, the step of providing the offer being performed before the item is purchased, the step of providing including

selecting at least one offer based on a profit of each offer of the plurality of offers,  
and

providing to the customer the selected at least one offer;  
receiving from the customer an acceptance of the offer;

transmitting an indication of the acceptance of the offer; and

charging the customer a second price for the at least one item, the second price being less than the total price.

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